



**State of Washington
Department of Transportation
Notice to Consultants**

On-Call Amtrak *Cascades* Intercity Passenger Rail Marketing Services

Washington State Department of Transportation (WSDOT) solicits interest from consultants interested in submitting a Statement of Interest to provide On-Call Amtrak *Cascades* Intercity Passenger Rail Marketing Services. WSDOT will award one (1) On-Call contract. The contract will be for two (2) years duration with the option to extend for an additional two (2) years. The maximum amount available from WSDOT for a two-year contract is \$1,200,000.

Note: Funding to cooperatively market Amtrak *Cascades* service is also provided by Amtrak and the state of Oregon. The selected Consultant can anticipate that Amtrak and Oregon will provide additional funds to bring the two (2) year Amtrak *Cascades* marketing effort to approximately \$2,400,000.

Project Description

The selected Consultant will research, develop, and implement a marketing campaign to encourage travel aboard state-sponsored Amtrak *Cascades* intercity trains. Specific skills and expertise needed include: consumer market research; advertising creative development; cooperative promotions support; and media purchase.

Amtrak *Cascades* service is sponsored cooperatively by Amtrak and the states of Washington and Oregon and operates daily on the Pacific Northwest Rail Corridor, which stretches from Vancouver, British Columbia to Eugene, Oregon. Marketing efforts are concentrated in media markets along this corridor.

Primary marketing objectives for Amtrak *Cascades* service include increased ridership, increased revenue, brand development and awareness, product and service development, and customer satisfaction. The full marketing program for Amtrak *Cascades* service is not limited to the Consultant's efforts. Rather, the requested services will supplement the activities of WSDOT, Amtrak, Oregon and other organizations. All work under this agreement will require client acceptance and approval.

A printed packet of background information about Amtrak *Cascades* service and marketing is available by request from the WSDOT Rail Office at (360) 705-7901 or rail@wsdot.wa.gov. Consultants are also encouraged to visit www.AmtrakCascades.com and www.wsdot.wa.gov/rail to obtain information.

Note: The above types of services must be procured following the personal services procurement requirements according to Revised Code of Washington (RCW) 39.29.

Evaluation Criteria

Pursuant to state and federal regulations, a qualifications-based selection process will be used to select a Consultant. The following information and criteria will be used to evaluate and rank responses:



- Qualifications/Expertise of Firms on Team;
- Qualifications of Proposed Project Manager(s);
- Key Team Members Qualifications (Prime Consultant and Sub-Consultants);
- Firm's Project Management System (Prime Consultant Only);
- Work samples (Prime Consultant and Sub-Consultants);
- References/past performances (Prime Consultant Only); and
- Cost Factors (Prime Consultant Only.)

The link to the definitions and point value for each of the proposed criteria may be found on the first page of this advertisement web site.

NOTE: It is imperative that the consultant reviews the definitions of the scoring criteria. We have included requirements and/or limitations for the information that is being requested. All scoring criteria will be rated on a scale of 0 (Low) to 20 (High.)

Submittals

Consultants are invited to submit their RFQ at their own cost. WSDOT assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The submittal is limited to a total maximum number of forty-five (45) sheets, including work samples. Text documents may total a maximum of thirty (30) sheets submitted only on single sided (single sided meaning one side only of a single sheet of paper) 8.5" x 11" paper (if charts and/or graphs are utilized, text must be a readable size font), and with type size no smaller than 12 point. The page limitation does not apply to the transmittal letter, front and back cover, the completed Performance Evaluation forms, and the completed Submittal Information Packet form(s.) Please provide only one (1) copy of the completed Performance Evaluation forms and the completed Submittal Information Packet form(s.) These forms should be accompanied with your Letter of Transmittal and should be submitted under separate cover and not bound within your Statement of Interest.

Work samples included as part of a submission must be of a reasonable size and should use standard audio/visual formats. A maximum total of fifteen (15) work samples may be submitted. Each advertisement presented counts as one (1) sample. For example, a single video tape with three television advertisements from a single campaign counts as three (3) samples; a single sheet of paper showing a print ad and a transit ad counts as two (2) samples; and an audio tape with four different radio ads from different campaigns counts as four (4) samples.

The RFQ shall meet the following requirements or will be deemed non-responsive and will not be eligible for consideration of this work:

- Title of the RFQ on the cover of the submittal and the Transmittal Letter;
- Transmittal Letter;
- Completed Submittal Information Packet form for the Prime Consultant and all proposed Sub-Consultants (1 set);
- Completed Performance Evaluations for the Prime Consultant Only (1 set);
- Responsiveness to all evaluation criteria;



- Meeting page limitations and font size requirements; and
- Meeting submittal deadline submission date.

Materials submitted in response to this competitive procurement shall become the property of WSDOT and will not be returned. All submittals received will remain confidential until WSDOT and the successful Consultants sign the agreements resulting from this advertisement. All submittals are deemed public records as defined in the RCW 42.17.250 to 42.250.340.

Faxed or e-mailed submittals will not be accepted. Four (4) copies of your submittals and four (4) copies of your work samples, whether mailed or hand-delivered, must arrive at the following address no later than 5:00 pm on Thursday, March 27, 2003:

Mr. Michael B. Rice
Director, Consultant Services
Washington State Department of Transportation
Capital View II Building, 2nd Floor
724 Quince Street SE
Olympia, WA 98504-7323

Any questions regarding the submittal process should be directed to the Consultant Services Office, at 360-705-7104.

Questions regarding the technical aspects of this RFQ shall be directed to Ms. Lisa LaFond at 360-705-6939.

The department has an overall Disadvantaged Business Enterprise (DBE) Goal. The DBE goal for participation will be obtained through a combination race-neutral/race-conscience means as outlined in WSDOT's "Disadvantaged Business Enterprise Program Plan." The department encourages disadvantaged, minority, and women-owned consultant firms to respond.

Persons with disabilities may request this information be prepared and supplied in alternate formats by calling collect 206-389-2839. Persons with hearing impairments may call 1-800-833-6388 (Washington State Telecommunications Relay Service) and ask for 206-515-3683.

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